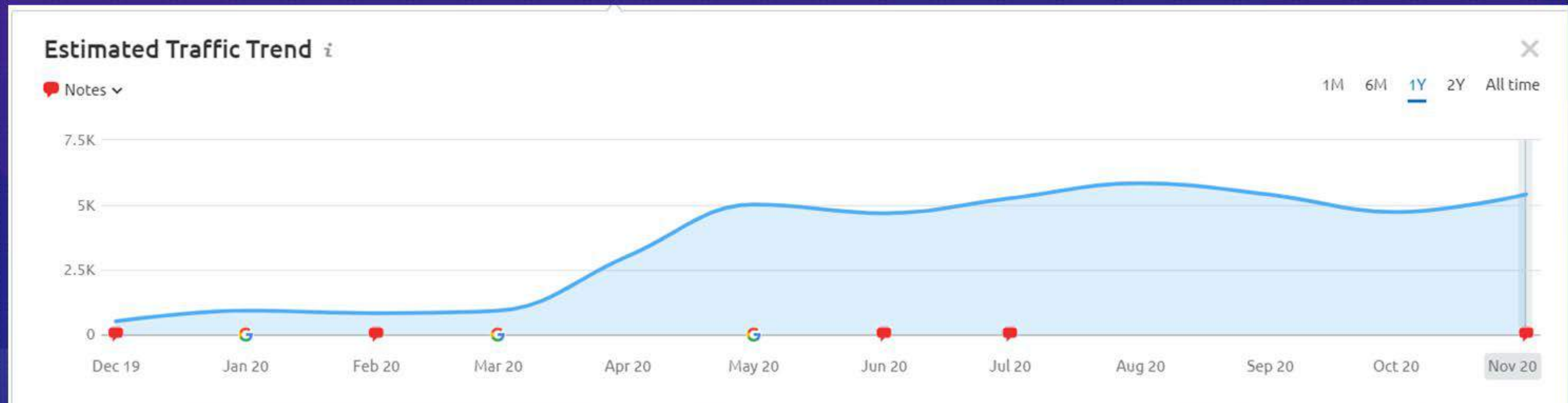


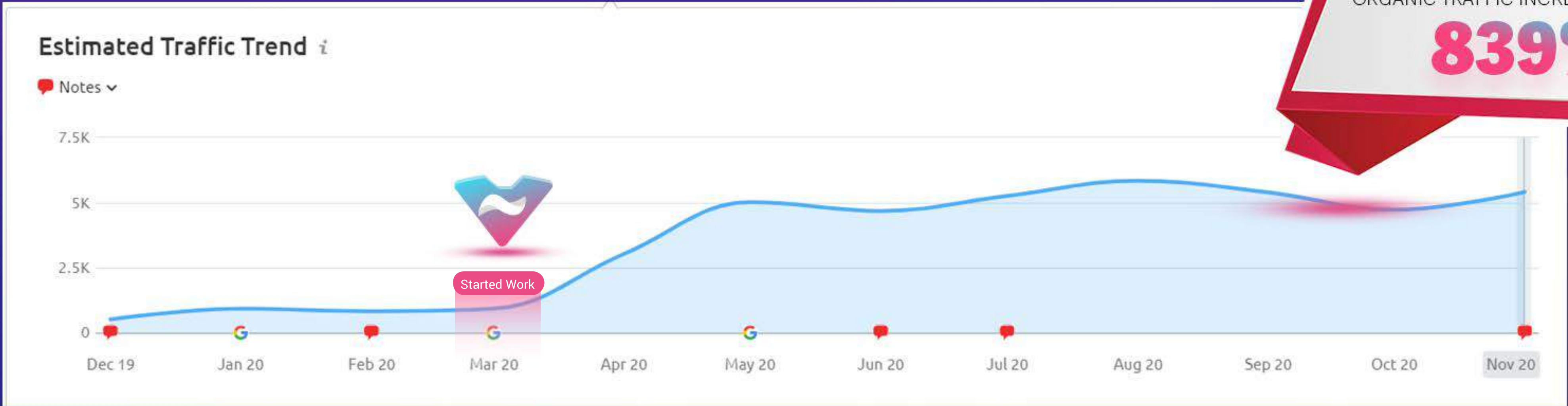
SEO Case Study for Law Firm

ORGANIC TRAFFIC INCREASED UP TO

839%



LEARN HOW WE RANKED FOR KEYWORDS
WITH MORE THAN 49,500 AVERAGE MONTHLY SEARCH VOLUME



Organic Traffic Increased up to **839%**



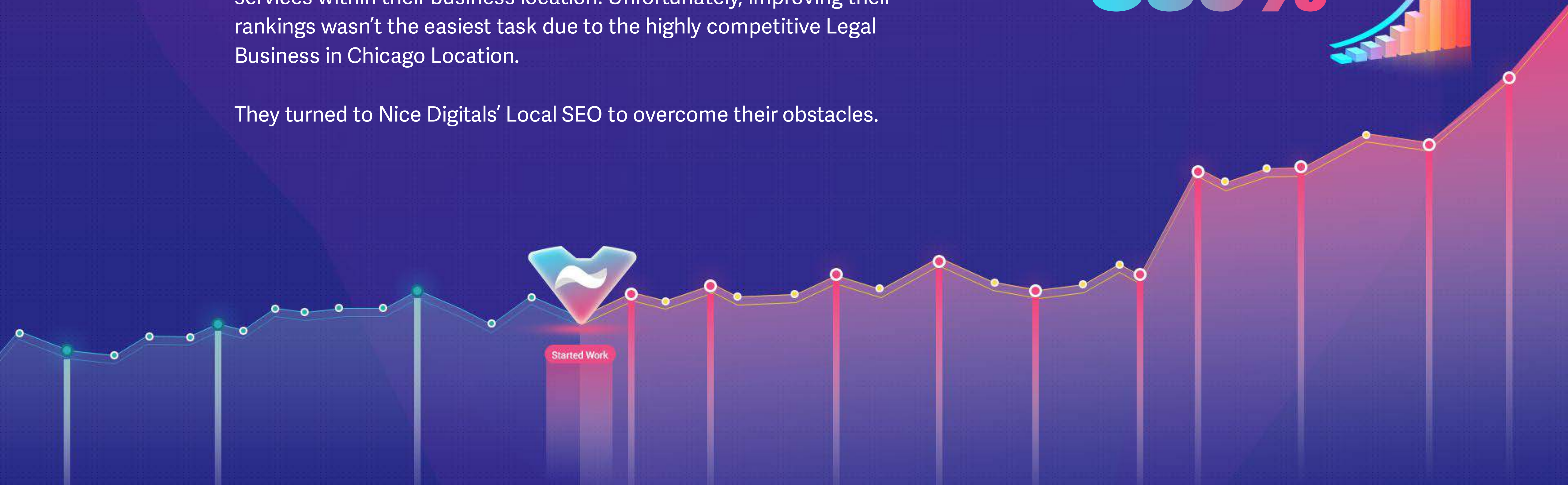
The Challenge

One of our client from Chicago, Local Law Firm, was struggling to gain website traffic. This was a direct result of not ranking well on the Google Organic and Maps Pack 3 results for keywords related to their services within their business location. Unfortunately, improving their rankings wasn't the easiest task due to the highly competitive Legal Business in Chicago Location.

They turned to Nice Digital's Local SEO to overcome their obstacles.

ORGANIC TRAFFIC INCREASED UP TO

839%



Our **Strategy**

Each client is unique. Our personalized approach for Law firm SEO is outlined on the following page. We monitored the performance of their SEO campaign by making adjustments as required and providing analytics as well as search engine ranking reports on a monthly basis.

Keyword research and analysis to identify the top 100 keywords in relation to practice areas and geographic region

Manual submission to top engines and High rank incoming links

Optimize Google Maps, Build Citations, and Increase proximity by building quality back-links from local directories.

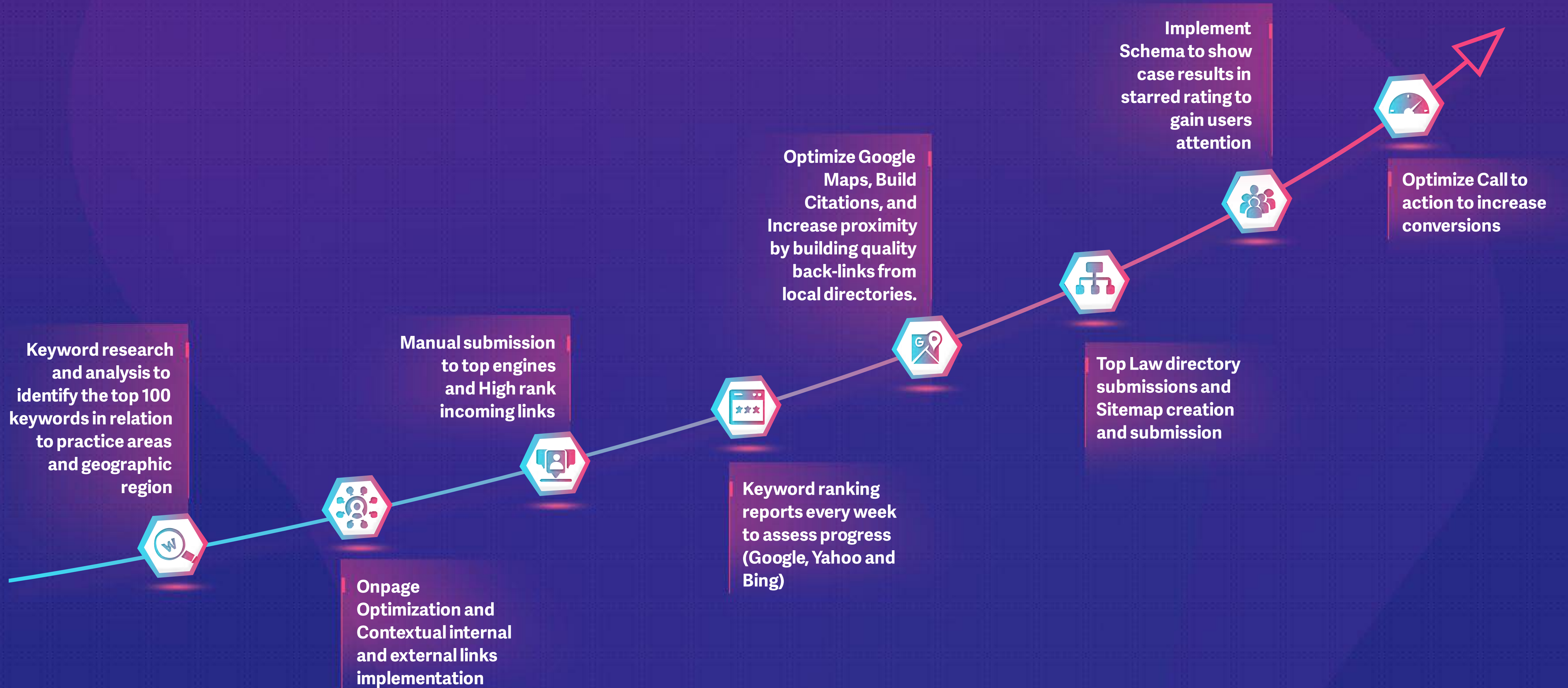
Implement Schema to show case results in starred rating to gain users attention

Optimize Call to action to increase conversions

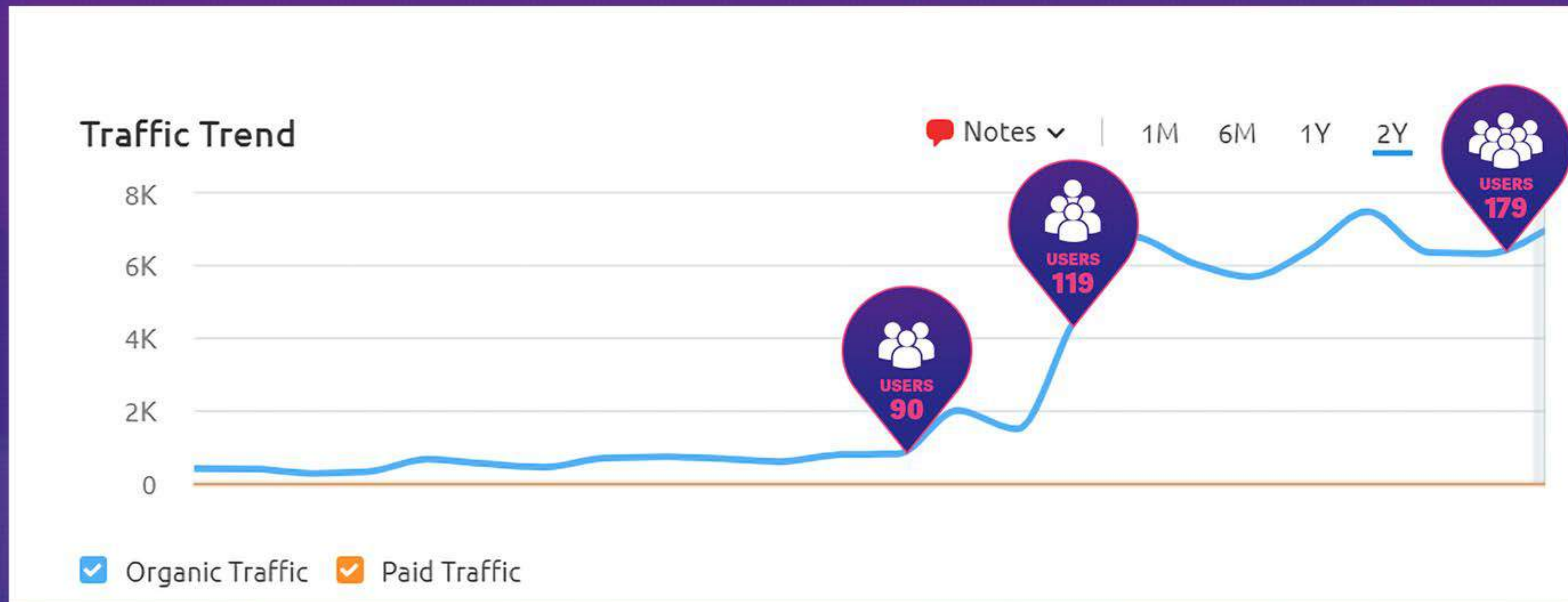
Onpage Optimization and Contextual internal and external links implementation

Keyword ranking reports every week to assess progress (Google, Yahoo and Bing)

Top Law directory submissions and Sitemap creation and submission



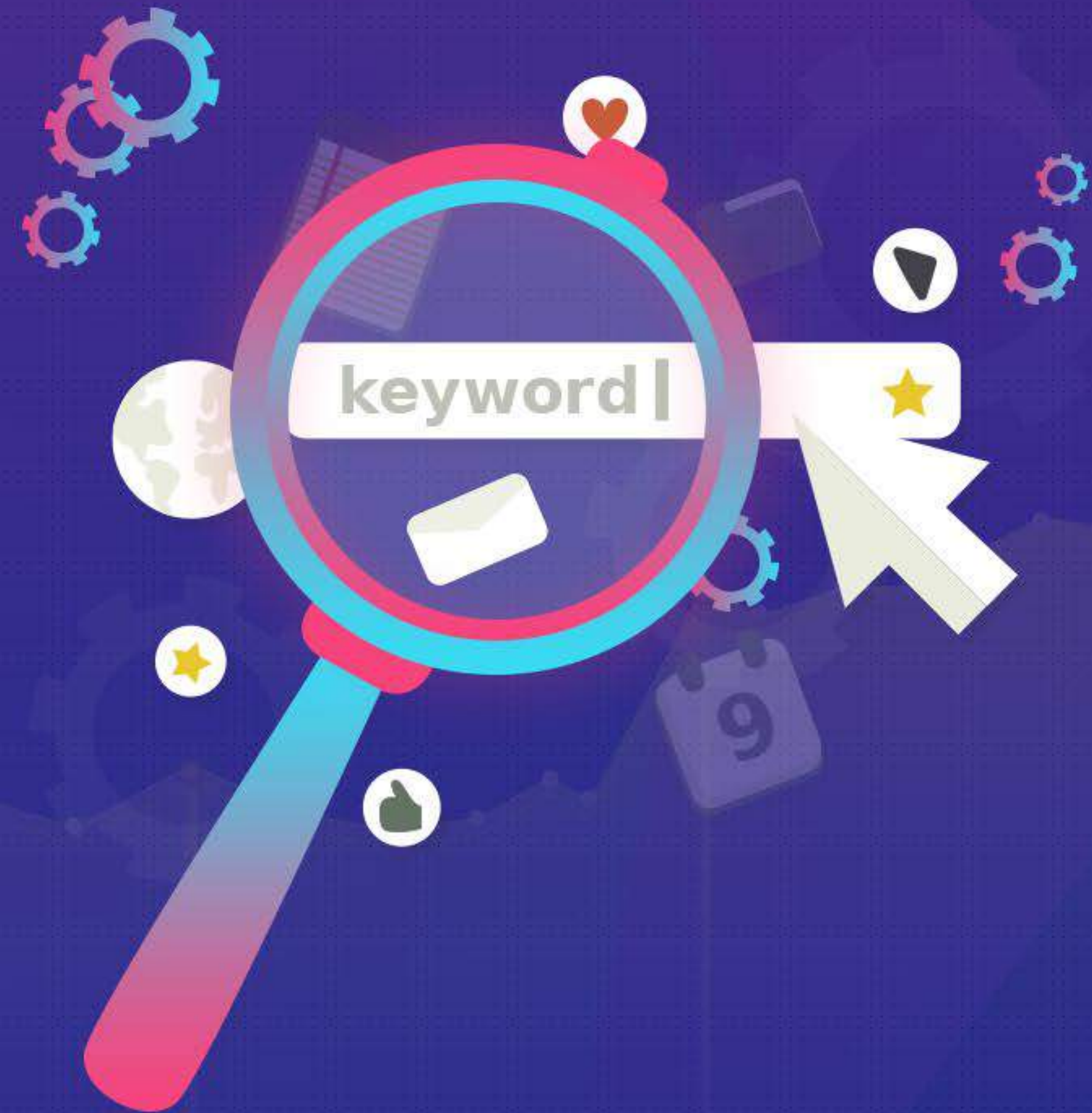
Within 6 months keywords position improved and results started working. Organic Traffic almost increased 300%. And also 10% of the keywords moved to 1st page of Google along with 5% of the keywords in Google maps pack 3.

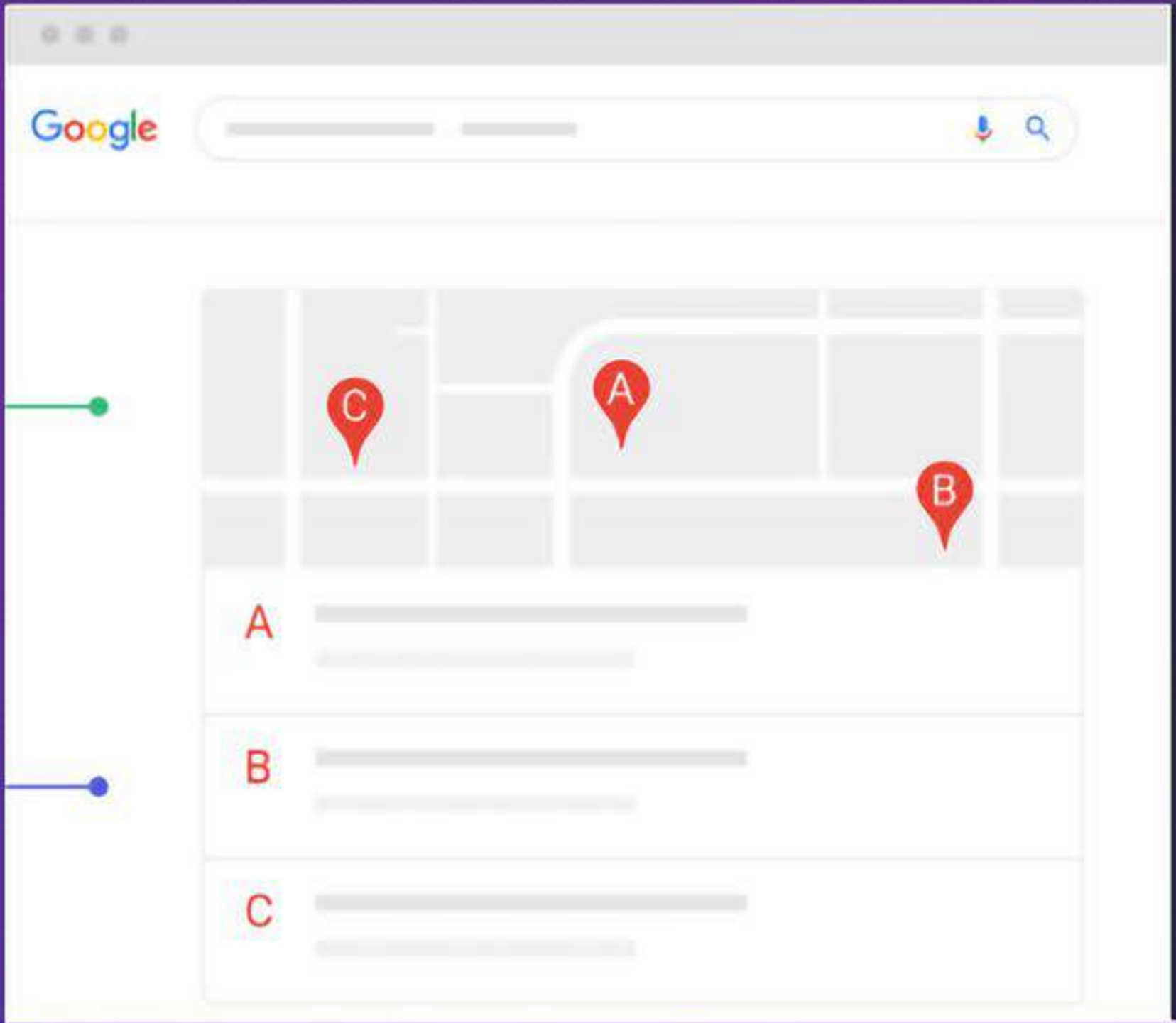
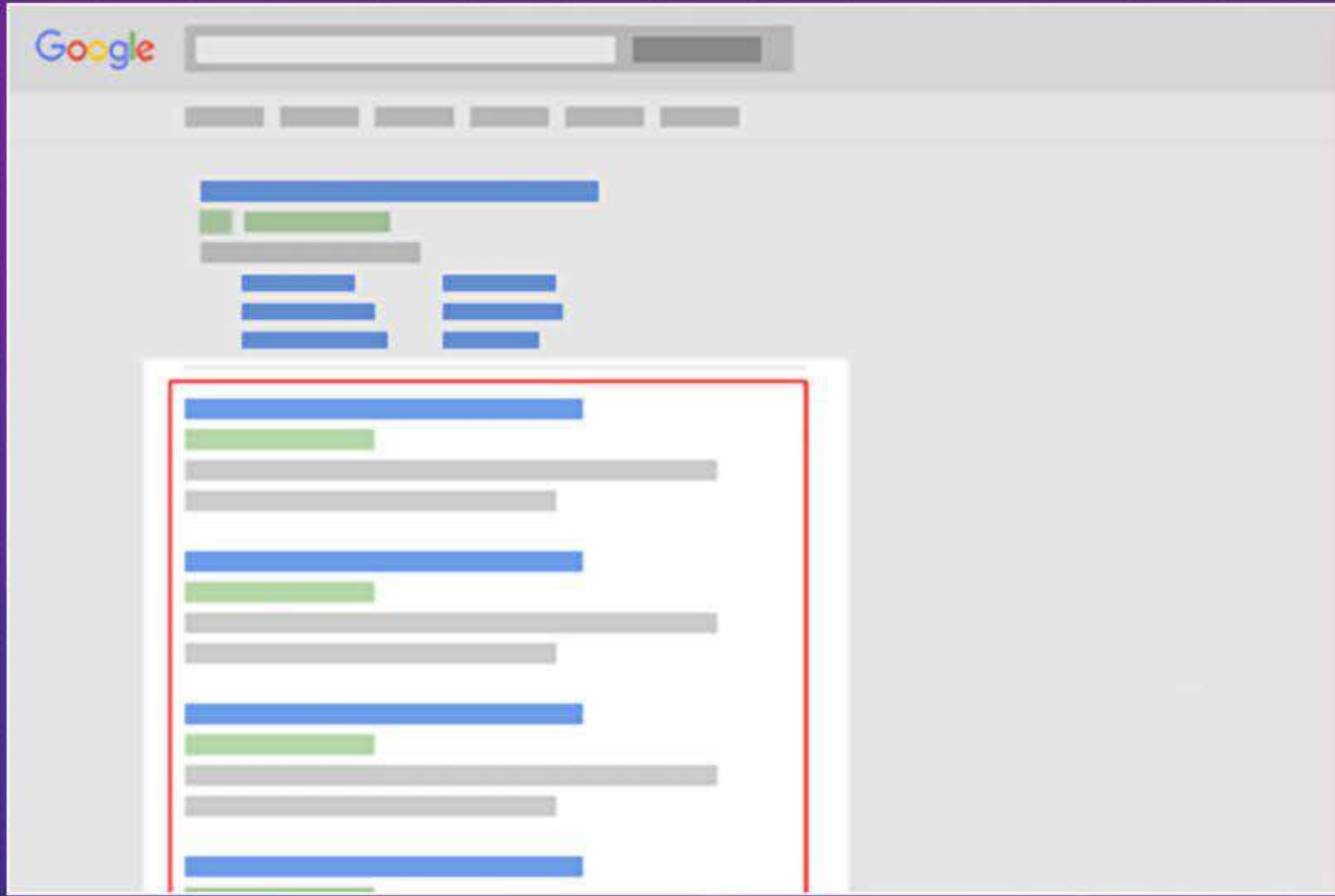


Before we start and After SEO

The numbers reflect the actual rank of the website in search results for each keyword.

10 months later, This Law firm Business had seen incredible improvement and ranking in #1st page of Google for the keywords with more than 49,500+ monthly search volume. Many of these results were attained long before the six month mark, but for the sake of this case study we chose to focus on a larger timeline. As you can see, Local Law Firm moved from virtual obscurity to a place of high visibility. Website listed in Google search for both organic and local maps.





Note: For every 3 months we will add bonus keywords to the plan, so that website's visibility rate increase.



Looking to **grow your non-branded organic search traffic?**

Nice Digitals, digital marketing company focusing on providing the best SEO, Local SEO and Web Design services for clients in the digital space. We help brands of all sizes use data to make the best decisions about their business and surpass their marketing and sales goals year over year.

Nice Digitals can provide all the technical and strategic support you need for SEO and Google Analytics implementation. If you're interested in learning more about how you can grow your non-branded search traffic or just need help with your digital marketing program in general, let's talk.

Drop us an email at
satyamcreations@gmail.com

